



Mathew Abass, an Extension Officer with Tamanaa Company Limited, in a rice field near Nasia in the North East Region of Ghana using PaddyBase, an app developed by Lagos start-up Crop2Cash.



4 women from the Cashew Master Training Programme (MTP) apply previous learned grafting techniques, Ghana.

# Market Oriented Value Chains for Jobs and Growth in the ECOWAS Region (MOVE)

## Strengthening resilient and sustainable value chains in West Africa

### Context

With global and regional demand constantly rising, cashew and rice production and processing offer important potential for training, employment, and wealth creation in the ECOWAS region and members of the Organization of African, Caribbean and Pacific States (OACPS). This can be achieved through private sector development, economic empowerment of women and youth and supporting the efforts at minimizing the impact of climate change.

Rice is one of the most important staple foods in Africa. Local rice production covers only about 60% of current demand in sub-Saharan Africa. About 90% of locally grown rice is produced on small fields of less than one hectare, while most of the rural population in the rice-growing areas live at or below the poverty line.

The African cashew sector accounts for 62% of the world's cashew harvest, thus offering high economic development prospects for producing countries. 90% of the crop is exported annually to Asia for further processing, while more local processing would create jobs, especially for women and youth, and also reduce greenhouse gas emissions.

Project Name	Market Oriented Value Chains for Jobs and Growth in the ECOWAS Region (MOVE)
Commissioned By	German Federal Ministry for Economic Cooperation and Development (BMZ), co-financed by The Bill & Melinda Gates Foundation, European Union under the post Cotonou agreement with the Organization of African, Caribbean and Pacific States (OACPS)
Project Countries	Ghana, Nigeria, Cote d'Ivoire, Burkina Faso, Sierra Leone, Cameroon, Zambia, Kenya and all members of the Organization of African, Caribbean and Pacific States (OACPS)
Political Partner	ComCashew: Organization of African, Caribbean and Pacific States (OACPS). CARI: Economic Community of West African States (ECOWAS); REACH: Ministry of Food and Agriculture (MoFA)
Budget	59,915 Mio Euro; (BMZ: 25,4 Mio Euro; BMGF: 3,015 Mio Euro; EU Ghana / REACH: 11,5 Mio Euro; EU INTPA/ OACPS 20 Mio Euro)
Duration	01/22-06/27

### Challenge

The opportunities for market-oriented value creation through production are yet to be fully exploited. The main challenges are located at the production level characterized by low productivity, weak performance at the input sector (e.g. fertilizers), weak adoption of good agricultural practices (GAP) and low degree of mechanization. Even though there are modest business management capacities on processing level, the competition for quality raw materials and the degree of local value addition is low.



The business linkages in general have insufficient supply chain management, inefficient logistics systems and high post-harvest losses. Moreover, the poor performance of the markets and the agribusiness climate are hindering private sector investments, specifically the weak (political) legislation and regional harmonization, poor condition of rural service infrastructures, utilities/storage and infrastructure as well as regional and national implementation capacities.

Financing is a vital factor but largely not accessible for all actors along the value chain – especially for women. There are also inadequate or unavailable operational and business development services (BDS), which would take into account and promote women in decision-making processes and levels.

### Approach

With the merger of the Competitive Cashew Initiative (ComCashew), Competitive African Rice Initiative (CARI) and Resilience Against Climate Change (REACH), we put multi-stakeholder partnerships at the heart of our implementation. We aim to ensure long-term, sustainable results and competitiveness in the Project countries and all 79 members of the Organisation of African, Caribbean and the Pacific States (OACPS).

Resilience Against Climate Change (REACH) REACH is part of the EU programme: ‘Productive Investment for Agriculture in Savannah Ecological Zone’, which aims to increase agricultural income & promote sustainable economic growth in rural communities of the programme area by 2024.



Cashew production at USIBRAS Ghana Ltd in Prampram, Ghana. USIBRAS is the largest cashew processor in Ghana.



Safiata Compaoré (left), Mamounata Bande and Bibata Ilboudo readying parboiled rice for bagging at the Société Coopérative Simplifiée des Étuveuses de Riz de Komsilga (Simplified Cooperative Society of Rice Parboilers) in Komsilga, Burkina Faso.

We want to support inclusive development through the following activities:

	Increasing the level of value creation within West Africa through strengthened private sector engagement.
	Improving the economic and environmental sustainability of agricultural systems using good agricultural production (GAP) for sustainable rice production in a climate-resilient, resource-conserving agriculture and carbon sequestration.
	Increasing local consumption of rice and cashew products through marketing initiatives and by-products.
	Youth and gender inclusion: Developing and sharing good examples of inclusive business models and human capacity building by integrating gender responsive and gender transformative approaches (GTA) and information technology (IT) knowledge.
	Policy advice: Consolidating public-private cooperation in policymaking to reduce regional trade barriers and to support social transformation in the ECOWAS region, like ECOWAS Rice Observatory (ERO), the Consultative International Cashew Council (CICC), African Cashew Alliance (ACA)

### Impact (ComCashew & CARI)

We build upon the wealth of experience and successes both from ComCashew and CARI. Therefore, we leverage income, locally processed products, yields using climate-adaptive farming methods and private sector investments.

Impact of 8 years of CARI implementation: **890,000 people** benefitted from a higher income and improved food security along the rice value chain. In order to be more resilient, **48,000 smallholder farmers** were trained in Sustainable Rice Platform (SRP) and 195,000 in Good Agricultural Practices (GAP).

Additionally, **172,000 farmers** have participated in Farmer Business Schools (FBS) and learnt to practice farming as a business.

Impact of 12 years of ComCashew implementation: Over **788,000 new jobs** were created in cashew production, processing, and trade, across project countries. Over **793,000 farmers** were trained on GAP and Farmer Business School from 2009 to 2020, resulting in higher productivity, diversified and higher incomes. **1037 Master Trainers** trained on the cashew value chain to serve as technical resource persons and change makers in the sector. An additional **€16.36 million** was invested in 51 matching grant partners working in cashew research, planting material development and farmer outreach.

## Impact (MOVE)

- Farmer Training: MOVE continues to implement climate resilient approaches to improve production systems across its intervention countries. MOVE, since 2022, has trained a total number of **13,098 smallholder farmers** in rice and cashew value chains to be more resilient in their farming activities.
- Support to private sector businesses. **40 rice and cashew processing companies** across intervention regions are being supported through the Business Development Services and Matching Grant Fund to increase their processing volume and have conditions improved for creating value of products processed. Additionally, MOVE continuous to promote the local consumption of rice and cashew products and their derivatives.
- So far, MOVE has collaborated with **12 companies** who have developed **36 products**, of which **21 products** so far are on the market
- Capacity building: MOVE, through innovative approaches strengthens the capacities of actors along the rice and cashew value chains. Through approaches such as the Cashew MTP, FBS, GMBS+, etc, MOVE has trained a total of **2,051 people** from both public and private partners structures across its intervention countries to serve as technical resource persons and change makers in the rice and cashew sectors

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